

SYSTEM AND METHOD FOR A UNIFORM WEBSITE PLATFORM THAT CAN BE  
TARGETED TO INDIVIDUAL USERS AND ENVIRONMENTS.

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Abstract of the Disclosure

10 A system and method for a uniform website platform are  
provided. For a representative embodiment, a website is created  
so that one or more of its web pages are subdivided into a series  
of panels. Each panel is associated with a collection of inserts.  
Each insert can include any combination of the objects that are  
normally found on web pages, including content and applications.  
Users request pages from the website using their browser  
15 programs. The responding web server dynamically selects inserts  
for each of the panels included in each requested page. The  
selection process may be based on any number of different  
selection criteria including user preferences and the country or  
region associated with the web site. The web server renders the  
20 selected panels to create each requested page. The dynamically  
created pages are then returned to the requesting browser.

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